

For immediate Release

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www.ufi.org

UFI Meetings in Istanbul Support Turkish Exhibition Industry

March 15, 2007, Paris/Istanbul - UFI, the Global Association of the Exhibition Industry, is holding its Board of Directors and European Chapter Meetings in Istanbul on March 15. Almost 100 of the world's leading exhibition professionals from 26 countries are attending these two sessions. While these meetings are reserved for attendance by UFI delegates only, UFI's President, Jochen Witt met with the Turkish media to present the association and to review its role in supporting the Turkish exhibition industry.

The participants at this UFI Press Conference were Jochen Witt, UFI President, Vincent Gérard, UFI Managing Director, Mr. Bekir Çakici, Member of the UFI Board of Director and General Manager of HKF Trade Fairs Fuarcilik A.S.

In reviewing the Turkish exhibition industry, UFI President Jochen Witt highlighted the rapid growth of this essential marketing media in the past few years, saying "UFI findings show that Turkey has entered a significant "boom and adjustment" period reflecting the overall development and modernization of the country."

Exhibitions act as a motor for economic growth, support employment opportunities, drive local infrastructure development, and influence investment decisions. In today's competitive world exhibitions compete for marketing budget share. There are now 21 purpose-built exhibition centres in 17 Turkish cities providing over 400,000 sqm of indoor exhibition space. Despite fierce competition among exhibition organizers, the number of TOBB licensed trade fairs has grown by over 20% since 2001. While competition between organizers may result in a short term reduction in the number of trade fairs, it is most probable that the Turkish market will provide ample opportunity for the development of new-theme exhibition development in the future. As Turkish SME's increase their appreciation of exhibitions as a professional marketing tool, the demand for quality, professional trade shows in all sectors will increase.

Turkey's nine UFI members have earned UFI membership by providing audited fair statistics for their UFI Approved Events and demonstrating quality management and organisation. As the leading international association of the exhibition industry, UFI supports its members by providing industry promotion, information and educational programmes, and professional networking opportunities. Vincent Gérard, UFI Managing Director stated that, "UFI looks forward to continuing this support of the Turkish exhibition industry as it continues its course of professional development in the future."

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UFI, the Global Association of the Exhibition Industry, promotes, serves and represents the trade fair industry worldwide. Via its member organisations, including the world's leading show organisers and fairground operators, professional associations and industry partners, UFI is present in 76 countries on 6 continents.

UFI members are responsible for the management and operation of over 4,500 exhibitions around the world. UFI already has 9 members in Turkey and has recognised the "UFI Approved" quality of 35 of their exhibitions. Turkey's first international trade fair, the Izmir Fair, has been a UFI member since 1947.

Additional information on UFI and its programmes is available at www.ufi.org.

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